

## **Mountain View Environmental Sustainability Task Force**

### **Communications, Green Business, Public and School Outreach Working Group**



Without public support, sustainability measures have little hope for success.

Without outreach, the public has little opportunity to know and learn what's needed.

Mountain View is a great city.

Let's help the public to make it a great sustainable city.

Mountain View is the historical center of Silicon Valley. And even before Silicon was a consideration our roots as an agricultural center were strong. Our City has reinvented itself a number of times, progressing to becoming a substantial defense centre, then a light industrial focus. We were right in the center of the high-tech explosion, and most recently find ourselves the home to many leaders in the new Nano, Bio and Green Tech fields.

Our city is known as being home plate in technological advances, ground zero for some of the most recognizable and renowned names in current times. Mountain View is very much on the map as the "home of Google". Google's Mountain View campus receives significant press attention as being a model green company.

Is this not, then, the opportunity for our city to establish a leadership role environmentally--to the extent that our accomplishments are also worthy of such press attention?

Mountain View has become as a destination city in our region. We have a high-quality restaurant district on Castro Street along with the Performing Arts Center at the south end of that district. We have Shoreline Park with all amenities that it has to offer at the north end of the city.

Taking into account the inherent desirability of our City, we're already in an excellent position to spread the message that a Bay Area city can be environmentally sustainable and still be a wonderful place to live, work in, visit, and do business with.

San Francisco, San Jose, Berkeley, Oakland, and Palo Alto have, to varying degrees, put stakes in the ground about taking "green leadership" among cities. In order for the City of Mountain View to build upon our past successes and continue to remain in the forefront, Mountain View now must step into the lead in the Bay Area, this time in sustainability.

In addition to the final report requested by Council, the Communications (et. al.) team also worked on outreach for the public input meetings held in order to gain suggestions and input from the residents and citizens of Mountain View.

Each of the work groups has incorporated this public input into their final report submission. The Communications group gained valuable insight into the sentiments and level of concern held by the citizens who we were able to touch.

The main thing we learned is that engagement is critical. The citizens of Mountain View are aware, concerned, and eager to participate. This participation will ensure the success of the city's sustainability efforts. In the reverse scenario, the lack of community participation will surely doom the City's efforts to a mediocre result.

Each and every work group within the Mountain View Environmental Sustainability Task Force has elements and recommendations which, in order to be successful, require the public to be engaged and informed about the profound changes we all need to make.

The overwhelming message is that public involvement is absolutely critical.

**Work Group Members :**

Aileen La Bouff - Chair  
Bruce England  
Larry Moore  
Roberta Chisam  
Mike Mielke  
Kirsten Hayes  
Mike Kahn  
Esperanza Sanz

**Prioritized Recommendations**

- 1/. 'Complete U-Turn' Outreach Campaign
- 2/. Logo And Recognition Proposal
- 3/. \*\*\*Un-Named\*\*\* Ongoing Green Citizens Collaboration and Action Team
- 4/. Student and Youth Outreach
- 5/. Mountain View Welcome Sign Upgrade
- 6/. Greening of Local Businesses
- 7/. Mountain View Public Library Environmental Section
- 8/. Annual Green Faire and Tabling Outreach
- 9/. City Services #311
- 10/. Transportation Awareness
- 10a/. Plug-In and Hybrid Vehicle Outreach

## Recommendation #1

**Title:** 'Complete U-Turn' Outreach Campaign

**Work Group:** Communications, Green Business, Public and School Outreach

### **Statement of Issue:**

It is becoming increasingly clear that if humanity wishes to become sustainable, we need to completely change the way we live and work.

Specifically, all the members of the Mountain View community (both residents and non-residents that work but do not live in the city) must be effectively provided with the tools and the resources needed to reduce their impact on the environment and empowered to create their own uniquely sustainable community.

We must become environmentally aware.

We need to make a complete U-turn in our thinking and in our actions.

We need to do a back-flip.

We need to have a Clean Green Action Plan.

To be defined as sustainable, our community needs to not only meet the diverse needs of existing and future residents, but also to ensure that the natural world is preserved and enhanced. This idea of sustainability must be actively supported by all community stakeholders.

Success can only occur if all members of the community support and shepherd the effort, and in order to engender this support, all members of the community must become so aware of the issues at hand that their positive responses are automatic.

Palo Alto aptly described their outreach goals as wishing to create a 'bandwagon effect'.

Mountain View needs to create their bandwagon, and encourage all community members to join the effort.

### **Recommendation:**

It is recommended that the City immediately engage a professional marketing group to devise and implement a comprehensive Outreach, Education and Marketing plan to promote, encourage, educate and empower community members to reduce their impact on the environment.

It is recommended that this marketing plan be devised around a catch phrase or identifying statement such as 'turn-around', back-flip or 'complete u-turn' so as to be instantly recognizable and to encourage the profound changes that each member of the community will be called upon to make.

The goals of this marketing plan will be as follows :

Outreach – Get the word out to the community to let them know what is going on and why. Identify groups that can increase the outreach (multipliers) and recognize and include leaders in the process to promote buy-in.

One critical example of this outreach would include a graphically interesting, comprehensive and constantly refreshed website to showcase Mountain View's ongoing sustainability efforts, as well as providing easy access links to:

- Blogs, videos and multimedia content,

- a calendar of city and county-wide sustainability events.

- City departments providing services related to sustainability and / or clear information and instructions for a proposed '311' all-purpose general-use information and reporting hotline, or Water Emergency hotline discussed by Water working group #9 and by a further recommendation from Work Group #1

- Transportation alternatives and alternative vehicle information such as those discussed by Work Group #2

- Carbon calculators etc, such as those referenced by Work Group #3

- Information on energy alternatives, recycling, composting and water conservation as referenced by other work groups

Education – Provide residents with the tools and resources they need to reduce their environmental impact. It is critical that we focus on educating the next generation of leaders so that they are well prepared to assume the role of environmental stewards. Educational programming may include movies, roundtable and panel discussions, eco-fairs, workshops and networking for community building.

The city should create and encourage themed events such as 'The Year Of Sustainability' with a monthly are of focus providing subject matter for the presentations, fairs and workshops mentioned above.

Further separate recommendations have been made regarding specific outreach and education efforts including, but not limited to partnerships with local schools and colleges, specific library displays, tabling at green events etc.

Educational outreach should take into account low income and non-English speaking residents and other 'under-served' sectors of our community.

Engagement – Actively involve all interested stakeholders in the effort to improve their community and quality of life so that they can "own" the effort and help drive it forward. Engagement could take the form of competitions such as a logo contest, low-carbon diet competition, Greenest Business competition. Offer yard signs to residents to allow them to share their dedication and passively encourage participation from neighbors & visitors.

Measure and track progress – Develop tools that help tell the story of the greening of Mountain View and which encourage transparency and accountability, such as the recommendation from this group regarding the Welcome sign.

## **Environmental Impact:**

*GHG Reduction Impact:* While this recommendation does not have any direct impact on GHG mitigation, failure to engage and educate the community may well seriously impair the ability of other Task Force recommendations to be able to reach their specified goals.

*Broad Sustainability Impact:* While this recommendation does not have any direct impact on community sustainability, it similarly encourages and enhances the ability for success in other sustainability efforts.

*Justification:* Without the active involvement of all stakeholders, Mountain View, by definition<sup>1</sup>, cannot develop in a sustainable manner.

## **Fiscal Impact:**

It is expected that this recommendation could be categorized as a Low Cost (\$10,000 to \$30,000) to Medium Cost (\$30,000 to \$100,000) proposal, and that this impact could be mitigated by the involvement of community volunteers for staffing and running some of the elements of the program.

In addition, it will be necessary to continue and permanently retain a City staff member responsible for sustainability issues, similar to the current sustainability coordinator, with an extra cost that will also be shared among other recommendations.

## **Obstacles:**

Cost – without being able to provide quantifiable GHG benefits, there may be some opposition to the initial outlay required to fund this program.

Management – In order to effectively manage such a program, it will be critical for Mountain View to permanently retain its Sustainability Coordinator, which requires the city to budget for this position to continue.

## **Partnerships:**

The success of this recommendation will provide partnerships between the city and community members to ensure the success of other sustainability efforts. These partnerships can be supported and encouraged by implementation of a joint city/business/citizen action committee such as the Los Altos Green Team or Palo Alto CEAP as discussed further in this work group's proposal #3.

## **Web Sites:**

[http://www.city.palo-alto.ca.us/environment/doing\\_your\\_part/ceap.asp](http://www.city.palo-alto.ca.us/environment/doing_your_part/ceap.asp)

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<sup>1</sup> As defined in the influential Brundtland Commission 1987 report *Our Common Future*, sustainable development is defined as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

**Appendix:**

MVEST Communications Kit In A Box.

(To be completed – this defines an expanded contact list, resources and suggestions used in the outreach efforts leading up to our public input meetings.)

**Title:** Logo and Recognition.

**Working Group:** Communications, Green Business, Public and School Outreach

### **Statement of Issue:**

It has been widely established that city operations account for a relatively small part of Greenhouse Gas emissions. The bulk of these emissions are generated by residences and business. In order to have the greatest amount of success with any reforms which require the cooperation of the general public and business, the concept of environmental sustainability must become main-stream. The city's effort must be widely known to the general public.

### **Recommendation:**

Our workgroup recommends that the City immediately facilitate the development of a recognizable logo and branding system to be used on all City-based environmental efforts. We recommend that this logo be used as often as possible, in as many applications as possible, including but not limited to bumper stickers, written advertising, flyers for possible 'green' events, sign-writing of community vehicles and equipment.

Implementation can begin immediately, with the design and production of recognizable branding being available within a month of a decision having been made.

Further ongoing implementation throughout the short to medium term would result in this branding becoming quickly recognizable, and would make the City of Mountain View immediately recognizable as a forward-thinking, progressive city, eager to address its sustainability issues.

The design of the logo could be provided by a professional graphic designer, or may be the subject of an outreach-based logo competition, thereby involving the community in the City's sustainability efforts, and creating further outreach opportunity.

During the process of researching this recommendation, the Work Group found possibilities of cooperation from both the Mountain View Library, and from the Chamber of Commerce, both of which were prepared to assist with running such a competition.

This proposal is also supported by and will support efforts made under the Green Faire and Tabling recommendation, and could be developed in conjunction with the 'Complete U-Turn' campaign.

### **Environmental Impact:**

The environmental impact of this recommendation is both far-reaching and impossible to quantify. Without public buy-in, the city's efforts may well provide minimal results.

Encouraging the residents to recognize and take their part in reducing GHG emissions may well spell out the difference between success and failure in reaching this important goal.

Seeing residents use bags with a sustainability logo, or seeing cars sporting bumper stickers with this logo, may encourage another resident to be more aware of their environment.

If the logo were used often and pervasively, the projected result would be that the City could



create the aforementioned, so-called 'bandwagon effect', and encourage more residents to be conscious of their environmental choices.

### **Fiscal Impact:**

While there are no immediately definable cost savings associated with this recommendation, the economic value of many other recommendations will be greatly enhanced by public cooperation.

The cost outlay for this recommendation is minimal in the short term. Development of a logo and branding system should be easily achievable with an outlay of \$2000 or less.

The medium to long term costs will depend on the types of applications of the branding system.

Adding this logo to advertisements, flyers, posters etc. will add no extra cost to the production of these items.

Bumper stickers to be distributed at fairs, Farmer's Market, City events can be printed for approximately \$850 per thousand.

Implementing the logo for use on re-usable bags can be achieved for a cost of \$1490 per thousand.

Adding this logo to new city vehicles and equipment can either be considered as an alternative cost to current city logo costs. Adding a new environmental logo to existing vehicles can be achieved by way of adhesive vinyl at a cost of approximately \$\$\$\$ per vehicle.

Overall, it is expected that implementation of this proposal would easily fit within the Very Low (<\$10,000) range, dependant on the ways a log is used.

### **Obstacles:**

The only obstacle to implementation of this recommendation that is immediately apparent in this case is that the results are not quantifiable. There is no way to provide a cost/benefit analysis that will support the recommendation beyond the simple illustration of public buy-in vs. public apathy.

### **Partnerships:**

City Library  
Chamber of Commerce

**Title:** Green Citizens Action Team

**Working Group:** Communications, Green Business, Public and School Outreach

**Statement of Issue:**

**\*\*\*NOTE TO STEERING COMMITTEE\*\*\***

**This section of our report is incomplete.  
It is intended that we will present a proposal for an ongoing commitment between  
the city, businesses, residents and other stake-holder groups to drive the  
Sustainability Efforts of Mountain View into the future.**

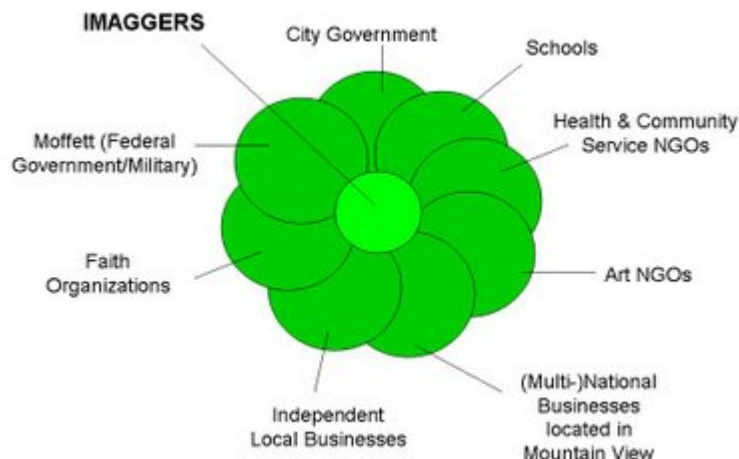
**Please accept our apologies for lack of formatting and incomplete content.**

# IMAGGERS

## **Implement – Measure – Achieve: Greenhouse Gas Emission Reduction & Sustainability**

In order to implement and achieve Mountain View's short-term and long-term community-wide actions to reduce greenhouse gas emissions and create a sustainable environment, Mountain View needs an organization that encourages, tracks and measures implementation. The City staff and officials themselves cannot implement all of the necessary changes, the individuals and organizations that make up the community of Mountain View need to come together to make the required changes. We need an organization to support that.

Mountain View IMAGGERS should be a community-wide organization made up of representatives from the following constituencies:



The proposals and plans task force members are developing as part of the Mountain View Environmental Sustainability Task Force have interdependencies and suggest opportunities to leverage the efforts of existing organizations and efforts in the community. IMAGGERS' mission would be to bring segments of the community together to share, collect and distribute information; find common ground; leverage resources & efforts and create and implement solutions in accordance with recommendations made by the task force. IMAGGERS would also identify opportunities for Mountain View to combine or trade efforts and leverage resources among other local communities as appropriate to make the greatest contribution toward Mountain View's and the region's goals.

IMAGGERS goals would include:

- Initiate, track & measure progress toward objectives
- Public outreach to educate members of the community and engage/challenge them to action towards meeting the identified goals
- Create ongoing public outreach mechanisms for announcing initiatives, gathering feedback & results and communicating results
- Develop mechanisms for recruiting volunteers and resources
- Identify and implement opportunities for leveraging resources & efforts
- Gather input from experts including existing best practices to use as input for all aspects of the team's efforts

## Organization Structure

In thinking about an appropriate structure for this organization I referenced, among other resources, the book "Creative Leadership for Community Problem Solving" and a similar organization that Palo Alto is creating called CEAP. The CEAP structure is very similar to what I had in mind. Rather than "recreate the wheel" I've proposed a similar structure.

The structure and formality of IMAGGERS (Implement – Measure – Achieve: Greenhouse Gas Emission Reduction & Sustainability) is up to its participants to decide. As we proceed, we will need to evolve and develop this structure to fit our evolving activities.

### Segment Liaisons

The initial proposal is a structure based on a committee of liaisons, two from each community segment, chosen by the constituents of each segment. Liaisons would serve staggered two year terms. Staggering terms will help maintain and hand-off institutional memory.

Liaisons make the commitment to be the lead for their segment; however, they do not formally represent their segment and cannot make commitments on behalf of their segment.

### Liaison expectations:

- Map their segment – who is included, what is already happening, what interest level is there, what are the barriers to greening
- Disseminate information about IMAGGERS throughout their segment
- Communicate segment efforts to IMAGGERS
- Attend 75% of Committee meetings each year
- Foster environmental actions in their segment either through existing or new segment networks

### Liaison Term Length:

Staggered terms to begin – half 1 year, half 2 years – then move all to 2 years

### Liaison Invitations:

Each segment chooses its liaisons. IMAGGERS will help initiate a meeting of segment members. The attendees will select liaisons at that meeting.

A Committee Chair would be appointed for the first year and then elected annually thereafter.

The role of the Committee Chair includes:

- Create Meeting Agendas
- Facilitate Meetings
- Coordinate information sharing between segments and committee
- Facilitate the rotating responsibility for meeting minutes by a liaison.

### Committee Chair

A Committee Chair would be appointed for the first year and then elected annually thereafter.

The role of the Committee Chair includes:

- Create Meeting Agendas
- Facilitate Meetings
- Coordinate information sharing between segments and committee
- Facilitate the rotating responsibility for meeting minutes by a liaison.

**Title:** Student and Youth Outreach

**Work Group:** Communications, Green Business, Public and School Outreach

### **Statement of Issue:**

For a variety of reasons, the City of Mountain View, and schools and school districts within the city operate independently of one another. For example, each has its own budgets and funding sources, guiding laws and regulations, and governing bodies. However, addressing climate protection is a shared responsibility across the community, and, therefore, working across jurisdictional barriers when we can should be considered prudent.

The Task Force recommends that the City establish or enhance its policies related to information and resource sharing with local schools and school districts within Mountain View as they relate to climate protection and environmental sustainability. Likewise, we recommend that city schools and school districts establish or enhance their communications policies and mechanisms with regard to the City. The Task Force hopes that the City and the schools community will embark on these efforts in a collaborative manner. The Task Force recognizes that such sharing cannot compromise the necessary autonomy inherent for both the City, and for schools and school districts. However, we urge the City and the schools community to keep such autonomy at a reasonable minimum when sharing might help to achieve climate protection and environmental sustainability goals for Mountain View as a whole.

Subsequent information in this section describes some schools-specific recommendations that Mountain View schools and school districts might consider, and this is provided to the City to help its decision makers understand the work that these schools and school districts are likely to undertake in the months to come and to consider ways that City resource and information sharing can be enhanced to assist with these efforts.

### **Recommendations:**

#### **Related to education in schools related to environmental sustainability and climate change:**

Our schools need to implement education starting in preschool and kindergarten regarding what recycling is and the importance of reducing the use of our raw materials. In elementary schools, the education should include what happens to these raw materials, what decomposition is, and what happens to materials when they do not decompose. In high school, science classes should cover the cause and effect of ecosystems, global warming, acid rain, and basic ecological ideas. The City should help to encourage partnerships with businesses to design books and activity fairs to supplement these activities.

Our schools need to model and identify behaviors that can be used at school and at home to decrease resources that are used. Teaching how to reduce, reuse and recycle materials that we use on a daily basis will encourage students to be a part of our efforts.<sup>2</sup>

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<sup>2</sup> The Waste and Recycling working group discusses zero waste in their section of this report.

High schools need to include curriculum covering the cause and effect of greenhouse gases, resource depletion, and why we need to identify new ways to produce energy and materials for use in the near future. The City could help schools to identify grants opportunities that could support environment related curriculum, guest speakers sessions, and special events development.

Career education is needed in our high schools to prepare our students for an anticipated expanding number of “green collar” careers.<sup>3 4</sup> The City could take appropriate steps to encourage legislation passage at the state and federal level that would help to further green collar jobs development; for example, at the state level, AG 2267 and AB 3018.<sup>5</sup>

### **Environmental Impact:**

In general, our recommendations, as far as they are implemented and supported, promote lifelong habits that will continue to improve our environment and the impact that we all place on our ecosystems.

A wide range of environmental impacts can be realized as we encourage our youth to decrease the amount of electricity, water, and various raw materials used on campuses. By limiting the amount of water that we use, we will save at least 7% of the energy needed to filter, pump, reclaim, and treat fresh water sources.<sup>6</sup> By decreasing the amount of paper used in the classroom, we could also decrease the energy used to produce paper products. Using recycled paper that has not been bleached requires 44% less energy to produce, greenhouse gas (GHG) emissions are decreased by 37%, and 48% less solid waste winds up in our land fills.<sup>7</sup> In short, there are many environmental impacts that are with our recycling and reuse of materials.

By teaching the youth to decrease their use of electricity and products, we can decrease the amount of water, petroleum, and electricity used in their production. Such reductions will decrease the production of greenhouse gases by at least 15% or more.

### **Fiscal Impact and Synergies:**

The Task Force’s recommendation related to schools would potentially save thousands of dollars every year. By encouraging composting, recycling, and reuse of materials, schools will save money, which they could use in the classroom or in the purchase of equipment needed to keep environmental programs going.

The Mountain View Waste, Waste Reduction, and Recycling working group has identified Zero Waste Lunch programs as an important idea for local schools to consider.<sup>8</sup>

The Mountain View Transit and Transportation working group has identified safe and

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<sup>3</sup> <http://www.apolloalliance.org/>

<sup>4</sup> Let’s prepare valley kids to ride wave of green-collar jobs, Dominic Caserta, San Jose Mercury News, April 27, 2008

<sup>5</sup> AB 2267 Greenhouse Gas Emissions authored by Assemblymember Felipe Fuentes (D-Sylmar) provides incentives through existing energy efficiency programs to manufacturers of clean energy technology who base their operations and manufacturing facilities in the state and generate new industries and jobs. AB 3018 Green Collar Jobs authored by Speaker Núñez (D-Los Angeles) develops a comprehensive array of programs, strategies and resources to grow California’s “green” economy.

<sup>6</sup> The Earth Works Group, 30 Simple Energy Things You Can Do to Save the Earth, 2006, Distributed by PG&E

<sup>7</sup> Elizabeth Rogers and Thomas M. Kostigen, The Green Book, Three Rivers Press, 2007

<sup>8</sup> For more information on Zero Waste Lunch programs see the California Integrated Waste Management Board web site at <http://www.ciwmb.ca.gov/schools/wastereduce/Food/ZeroWaste.htm> and <http://www.wastefreelunches.org/>

alternative routes to schools<sup>9 10</sup> as important ideas for local schools to consider. The Energy Conservation and Production working group identified City support for schools' installing solar panels on their buildings, but they chose not to include this item in the report in order to focus their attention on City buildings. Nonetheless, some good information about reducing energy use in our school buildings is available for reference, such as "Roadmap to Zero Net for California Schools" in Green Technology Magazine.<sup>11</sup>

#### Related to reducing greenhouse gas (GHG emissions) from our schools:

In order to reduce the amount of greenhouse gases (GHG) emitted from our school sites, we should examine the basic sources of these gases on our campuses. The majority of these gases come from the use of electricity, gasoline, and from the products that we use that were produced by using petroleum-based energy sources.

Accordingly, the Task Force encourages the City to support efforts on local school campuses by doing the following:

- Provide an incentive program and resources for schools to change the way that they use electricity on their campuses.

- Provide money or grants for the purchase of alternate energy resources such as solar paneling, wind turbines, or cogeneration pumps.

- Provide grants for the purchase of Energy Star appliances used on campus.

- Provide grants or help to write grants for the purchase of buses and other equipment used on campus that use cleaner-burning fuel.

- Provide more transportation near schools to decrease the amount of individual cars that are driven to campus each day by students, staff or parents. This includes more buses after school for those that stay for extra-curricular activities.

- Provide safer bike paths for the students to ride their bikes to school.

- Provide energy audits to our schools for recommendations on how to save energy.

#### **Environmental Impact:**

Decreasing the amount of carbon emissions by using less electricity produced by carbon-burning plants will reduce greenhouse gas emissions accordingly.

Solar or wind-powered energy will decrease the amount of carbon dioxide, methane, and other greenhouse gases emitted. This will also decrease the amount of acid rain production by nitrous oxide and sulfur dioxides produced by electrical plants.<sup>12</sup>

Maintaining proper insulation in school buildings would also decrease energy needs and GHG production by one third or more.

Further impacts can be realized through use of solar panel systems or alternate fuels for heating campus swimming pools. Even better impacts can be realized if pools are heated only during the months in which they are being used; even turning off the thermostats

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<sup>9</sup> Some related recommendations are taken from "Greening" Mountain View Elementary Schools: An Analysis of Options for the Mountain View Whisman School District to Reduce Greenhouse Gas Emissions and Preserve Natural Resources (Transportation Section, pp.12-21). By O.Puerta, R. Rubio, J. Wooley, C. Sepe & T. Whinery. Stanford University: March 9, 2008.

<sup>10</sup> [www.saferoutesinfo.org](http://www.saferoutesinfo.org)

<sup>11</sup> [http://www.green-technology.org/green\\_technology\\_magazine/thorman.htm](http://www.green-technology.org/green_technology_magazine/thorman.htm)

<sup>12</sup> Miller and Levine, Biology, Prentice Hall Publishers, 2005.

over weekends saves 28% of energy expenditures.  
As schools install Energy Star appliances, much unnecessary energy use can be eliminated.<sup>13</sup>

### **Partnerships and Resources:**

Public schools and school districts (various)  
Private schools and school districts (various)

Acterra: Young Earth Stewards, <http://www.acterra.org/youngearthstewards/>  
Annie's Adopt a School Garden Program, 707-254-3700, [Annies.com](http://Annies.com); organic garden starter kits  
BottlesAndCans.com, <http://www.bottlesandcans.com>, 1-800-RECYCLE, for free recycle bins  
California Department of Conservation, for free recycle bins  
City of Mountain View for recycling of appliances and materials  
Clean School Bus USA grants for the cost of purchasing Compressed Natural Gas (CNG) powered school buses  
Foothill and De Anza College  
Foothill Disposal for recycling information  
Green Earth Office Supplies, [info@greenearthofficesupply.com](mailto:info@greenearthofficesupply.com), 800-327-8449  
In2Change as a resource for office and school furniture made of recycled materials.  
Mauby Pesticide Free soil and gardening, [info@mauby.com](mailto:info@mauby.com), 408-591-0645  
Melaleuca Household Cleaning Products, Tina Blease, [tinablease@sbcglobal.net](mailto:tinablease@sbcglobal.net), 408-377-8829  
OSH Hardware for recycling CFL and florescent bulbs  
PG&E for education on energy use and for recommendations on how to reduce electricity on our campuses  
Service by Medallion, which provides cleaning services with biodegradable products  
World Centric, compostable utensils, [sean@worldcentric.org](mailto:sean@worldcentric.org), 650-283-3797

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<sup>13</sup> "Greening" Mountain View Elementary Schools, Mt. View Whisman School Report; Olivia Puerta, Rudy Rubio, John Woolley, Christina Sepe, Theresa Whinery, Stanford University March 9, 2008

**Title:** Mountain View Welcome Sign Upgrade

**Work Group:** Communications, Green Business, Public and School Outreach

**Statement of Issue:**

Addressing climate protection and environmental sustainability for Mountain View must be a community-wide effort. Therefore, keeping the community well informed about what the goals are and how we are progressing toward those goals is an important component for the public education effort.

**Recommendation:**

As noted in a recent article in the Palo Alto Daily News<sup>14</sup>, the City is considering either removing or updating the welcome sign located at Shoreline Boulevard and Stierlin Road,

The task force recommends that the City and/or city organizations reuse the sign to announce Mountain View as a "green city", and include some form of a maintained "scoreboard" to indicate the City's progress toward reaching or approaching certain significant targets related to climate protection and environmental sustainability.

Doing this would help to accomplish two key goals identified so far by the task force:

- To announce Mountain View as a green city to those visiting or driving into the downtown area through Stierlin Road, Castro Street, or Shoreline Boulevard

- To provide a communication tool for those living or working in Mountain View to show how we are progressing environmentally

To fund updating the sign and maintaining the information provided on it, the task force suggests that organizations noted on the sign and local businesses who might want to be added be approached to provide or assist with funding, which we believe would be minimal, and with management tasks. As an incentive to businesses, the City might consider unobtrusively including company names or logos on the sign (similar to ways that businesses are noted on school scoreboards).

The task force also suggests that the sign be relocated within the island to increase its visibility, and that surrounding plants be specifically drought tolerant and native to help further the overall message, to possibly reduce current plant maintenance, and to position the entire

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<sup>14</sup> No longer a sign of the times: Welcome monument is showing its age, Melanie Carroll / Daily News Staff Writer, May 26, 2008, <http://www.dailynewsgroup.com/article/2008-5-26-mv-signs>



island as promoting the green message.



View of the existing welcome sign including the surrounding landscaping.



A closer view of the existing sign.



The back of the sign showing some of its construction details and noting that this potential message real estate is not being utilized.



The back of the sign showing degeneration of finishes and noting that this potential message real estate is not being utilized.

### **Environmental Impact:**

No quantitative environmental impact can be established for this recommendation, as gauging the impact of an engaged citizenry is not feasible. However, it is reasonable to assume that engaging the public and stimulating its interest in the process can only help to enhance the city's goals toward addressing climate protection and environmental sustainability.

The justification for acting on this recommendation is two fold:

The current sign is sadly out of date and is in a state of deterioration. Having the sign stand as is does not reflect well on the city image.

The city can carry forward a piece of its heritage into the modern age and, at the same time, communicate important information about climate protection and environmental sustainability goals to the community.

### **Fiscal Impact and Synergies:**

Costs are to be determined as noted in planning proposals and as potentially shared by local groups and organizations. Potentially, this recommendation could be implemented with no net cost to the City.

Our working group believes that synergy with the Sustainable Quality of Life working group is worth noting. That working group is recommending that the city publish a "quality of life" metric to counterbalance economic activity metrics (which are often at odds with sustainability goals). One or more of these metrics would be ideal to include on the welcome sign as proposed here.

The overall cost of this recommendation falls within the categories ranging from Very Low (<\$10,000) to Low (\$10,000 to \$30,000) dependant on whether the City chooses to fund the proposal alone, or whether contributions are accepted from other local organizations.

**Obstacles:**

Budget priority limitations

Groups and organizations with interest in the sign and how they envision its future use.

**Partnerships:**

As noted previously, some businesses or business organizations might be approached to assist with some or all of the funding and maintenance.

Specifically, the City can contact:

Chamber of Commerce Mountain View (Suggested first contact: Jacqui Marchessini,  
Director of Programs & Events, [jmarch@chambermv.org](mailto:jmarch@chambermv.org), 650-968-8378)

And organizations currently represented on the sign

Mountain View Rotary Club

Order of White Shrine of Jerusalem

Kiwanis International

General Federation of Women's Club

American Legion

Rotary International

Independent Order of Odd Fellows

**Title:** “Greening” of Local Businesses.

**Working Group:** Communications, Green Business, Public and School Outreach

**Statement of Issue:**

As the most powerful institution in the world today and the engine that drives economic growth, local government can play a major role in the creation of environmentally sustainable business communities.

The creation of a sustainable community cannot occur without businesses of all sizes helping to lead the way.

It is critical, therefore, to engage and support local businesses to become leading participants in the effort to “green” Mountain View – for their benefit, as well as the benefit of the entire community.

Consumers are increasingly making the connection between business activities and the quality of life in a community. More and more people are basing purchasing decisions upon their concern for the health of their community and the planet. In fact, 8 out of 10 consumers believe that it is important to buy from ‘green companies.’ This is why consumer spending on green products and services is expected to double in the *next year* alone, totaling an estimated \$500 billion annually.<sup>15</sup>

With this increasing focus by consumers on supporting Green Businesses it makes sense for city government to support green business proposals that ultimately bring more business, and therefore more revenue, into the community. Currently very few Mountain View Businesses are “Green Business Certified” through the Santa Clara County Green Business Program, which was established in July, 2005. Specifically only 23 of approximately 4,000 eligible Mountain View businesses are currently certified.

Currently the program is restricted due to several factors:

Lack of manpower on a county level to perform outreach and certification processes

Lack of city government outreach and active support of Green Business program participation, including financial and general assistance to participants.

Lack of a framework that would allow interested parties to assist the county in outreach and certification.

Lack of a methodology for businesses who are innovative and forward thinking regarding their environmental efforts to be recognized and easily pass that technology to other interested businesses.

Following is a series of recommendations designed to create more “Green Business” in Mountain View and ultimately lead to a more sustainable community.

**Recommendations:**

Promote and support the certification of Mountain View businesses in the Santa Clara County Green Business Program.

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<sup>15</sup> 2007 Image Power Green Brands Survey

Acknowledge and promote the development of "Green Zones" in the Mountain View business landscape.

Increase Mountain View sustainability through support and recognition of top environmental performing businesses in the city via a "Sustainable Business" certification program.

In order to succeed in creating more green businesses in Mountain View any efforts must be both pragmatic and in tune with the ideals of "Green Business" - that is creating businesses that are continually reducing their impact on the environment. The Santa Clara County Green Business Program meets that criteria and is therefore an ideal tool for "greening" Mountain View business. In order to overcome current restrictions on the program and create an ever expanding base of green businesses in the city the following steps are recommended:

A working group of interested parties, representing as large a cross section of business types as possible, should be formed to assist the county staff in promoting green business certification and enrollment. This group would work with the county Green Business staff to develop workable templates and processes to further speed the process of becoming "green certified".

Once in place this group could mentor and assist businesses who desired to become Green Business Certified but felt the process was more than they could understand or navigate. This group could also work to develop, in conjunction with City and county staff, materials such as informational videos and info sheets designed to give assistance on the certification process to prospective businesses. (*see 4. below*) This group could operate under the auspices of existing organization who choose to become partners in spreading the program. (see **Partnerships** below)

The City should designate a coordinator position, potentially full time, to interface between the City and businesses that require interaction with the City to become Green Business Certified. This position's task would be to ease the path of understanding and provide assistance in working with the City, especially for small and medium size businesses, and operate as a liaison to the working group. Coordination by a City staff person will greatly improve the interactions between the working group, businesses and city government to assure the complete integration of Green Business Certification into city business related processes.

The City should include information regarding the advantages of being, and how to become, a green business in all business license application packets. This information should also be included in business license renewals and information packets for prospective businesses.

To further increase participation in the program a "fast track" for business license renewal, reduced fees, or less frequent inspection programs should be explored for Certified Green Businesses. In addition a reduction in any costs needed to become "green", such as energy audits, could be reduced or eliminated.

Additional funding to support city and/or county staff needs to be explored. Possible sources are grants, tipping fees, or other funds from local utilities.

Each year the City should:

Hold an event to recognize the Green Businesses

Present each with a plaque/certificate commemorating the length of time they have been certified

Publish a full page ad in the local paper(s) congratulating the Green Businesses and listing how long they have been continuously green.

By making the certification process more transparent and attainable, and encouraging the undertaking of certification on a widespread basis, as well as providing assistance and reduced costs or time frames on city business items, many additional businesses in Mountain View would desire and obtain the status of "Green Business" in a relatively short time.

Over time this process will inherently lead to clusters of sustainable businesses that will make up ad hoc "Green Zones". Formalizing and recognizing these "Green Zones" will further bolster the concept of a green business community.

Mountain View can position itself as a popular destination for green consumers. Many areas are easy to explore with most major amenities located within a small, well-defined area conveniently accessible via CalTrain and the VTA light rail, bus lines well as the Shoreline Trail that brings bikers to the region. In examining the unique attributes of Mountain View, including its business mix and density, it is clear that there are a number of strategic opportunities available for the City to develop prosperous "Green Zones."

The "Green Zone," concept is of a community that will actively implement and showcase the best sustainable business practices, products, and services. Broadly, these Green Zones will serve as a living business models premised on reducing the environmental footprint, attracting environmentally-conscious consumers, and promoting an environmental ethic.

Green Zones offer a positive model that does not include mandates or new taxes but rather rewards companies for embracing a greener tomorrow. In short, businesses investment and involvement shows a willingness to support Mountain View's evolution to a model sustainable community. Further, through targeted outreach and advertising efforts, Mountain View can build upon its extant green business community and create a green brand that represents the vision of the community that also helps market the effort going forward. This will allow the community and local businesses to take advantage of numerous marketing and economic development opportunities, including:

*Unique Selling Proposition* – branding businesses as environmentally conscious and socially-minded and distinct from their competition

*Marketing and PR* – enhanced exposure of community efforts to both local and regional consumers

*Community Education* – providing new ways to make businesses 'green' and positively impact the community

*Economic 'hub'* – establish Mountain View as a hub of activity for sustainable economic development and green business activity

With the development of a large and active green business sector there will be those businesses who wish to excel and to find new and better ways to support the green and sustainable goals of the business community and the community-at-large. For those businesses a "Mountain View Sustainable Business Program" would provide an acknowledgement of their unique contributions while supplying a forum to spread the information to other businesses desiring to move in the same direction.

This program would come into play after a business had been certified through the county program as a Green Business. In order to attain the status of Sustainable Business they would need to meet defined standards in four key areas. This program could be patterned after an existing and proven program being used in Marin County and would have the distinction of the



being the only City sponsored program of this type currently in existence.<sup>16</sup> The four key areas are:

Products and Operations

Suppliers and Customers

Employee Benefits

Company Culture and Systems

This project could be championed by a group of interested parties, possibly composed of a cross section of Mountain View Green Businesses. This group would work with the City staff to develop workable templates and processes for sustainability. Once in place this group could then mentor and assist businesses who desired to become "Mountain View Sustainable Certified", building on the Green Business program. This group could also work to give assistance on the certification process and could operate under the auspices of an existing organization who choose to become partners in spreading the program. (see **Partnerships** below)

*Additional funding to support city and/or county staff needs to be explored. Possible sources are grants, tipping fees, or other funds from local utilities.*

As in the Green Business Program, the Sustainable Businesses should be recognized by the City at least once a year, and be presented with a commemorative article detailing the length of time they have been certified as Sustainable. The program should promote and support articles appearing in local publications, such as the Mountain View Voice, the Palo Alto Daily, etc., congratulating the Sustainable Businesses and recognizing their efforts to be a contributor to the sustainability of the city. This high visibility will encourage more businesses to take the necessary steps to become Mountain View Sustainable.

### **Environmental Impact:**

*GHG Reduction Impact:* These recommendation contains elements that will have a direct impact on GHG mitigation and the reduction of a business's carbon footprint;

*Broad Sustainability Impact:* These recommendation contains elements that will have a direct impact on community sustainability, they similarly encourage a larger number of businesses to engage in efforts to become Green and Sustainable;

*Justification:* Everyone stands to gain from the certification of Green and Sustainable Businesses: Residents will benefit from an even more healthy and sustainable community in which to live and work

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<sup>16</sup> Sustainable Partner Program, Marin County Community Development Agency, Dana Armanino Coordinator

## **Fiscal Impact:**

The fiscal impact of these recommendations ranges based on the extent of implementation. Additional funding for a staff position would create a negative impact, unless combined with other related duties in the early stages. Increased revenues from successful green businesses would offset some or all of the costs of a coordinator in later stages. Costs can also be offset by soliciting financial support for the programs from local business interests.

Broadly, there are four ways that business can financially support these efforts:

### **Community Supporters**

Supporters provide the financial resources to help the working group, and the green businesses they help create, to foster a greener economy and community. These visionary organizations understand the value of being recognized as a positive, social minded organization by supporting a first-of-its-kind, local initiative. As such, they appreciate the importance in helping to make Mountain View an environmental leader and a better place to live and work. Funds and volunteers can create the infrastructure, build the community, and help initiate multiple programs.

### **Program Sponsors**

Sponsors provide the resources to realize the community-driven green programs in Mountain View. These organizations recognize the value of being green and want to associate their name with specific programs. Examples of the types of programs include: recycling bins, bike racks, and event sponsorship, etc. Benefits are commensurate with each opportunity and include the opportunity for branding and signage.

### **In-Kind contributions**

These include services that provide strategic value to realizing the goals of Mountain View Green Zone, in lieu of financial contributions. Benefits include recognition at the sponsor level that is commensurate with the contribution. In-kind contributions sought include: Meeting space for events, web development, marketing, accounting, financial services, legal services, etc.

## **Obstacles:**

Engaging the business community – Businesses must be brought to the table and given some ownership – as part of the larger community – of this process so that they can will engage with and support the initiative. *Solution: Find champions from small, medium and large businesses.*

Differentiation – In order to successfully market itself as a destination for green consumers, Mountain View must build upon and carefully protect and manage what makes it unique. *Solution: Build upon the existing green businesses located in the city by creating a web portal as well as acknowledging defined physical locations as they develop (such as Castro street, shopping malls, etc.) – “Green Zones.”*



Similar efforts are underway in other parts of the country. There are members of this Working Group who have already helped successfully implement these kinds of efforts.

**Partnerships:**

By leveraging existing networks of businesses and community groups, we will achieve greater results and help make Mountain View a leader in environmental sustainability. By partnering with other established community organizations, a 'multiplier' effect can be realized in order to promote win-win opportunities. Some of these potential partner groups include: the Mountain View Chamber of Commerce; Santa Clara Valley Green Business Program; Silicon Valley Leadership Group; and local environmental groups.

**Contact Information:**

Larry Moore (larry@autoworks.com)

Mike Mielke (mikemielke@gmail.com)

Bruce England (bkengland@earthlink.net)

## Recommendation #7

**Title:** Mountain View Public Library Environmental Focus Section.

**Working Group:** Communications, Green Business, Public and School Outreach\_

### **Statement of Issue:**

To enable the complete turn-around that our city needs to reach it's environmental sustainability plans, it will be necessary to engage the public in any way possible. Our library is very well used and has a wonderful children's section, and in the words of one of our esteemed Council Members during the May 19th Public Input Meeting...'The key to Green is the kids'.

Although we have a great library, there remains a lack of focus on environmental concerns. An ability to read and learn about the environment in which we live, and having the resources to research our impacts is a great step towards effecting environmental change.

Public knowledge leading to individual environmental efforts will only be the beginning. Using this knowledge, citizens will take their efforts to schools, workplaces, and to their community.

### **Recommendation:**

It our recommendation that the city assist and encourage the Library to creat and dedicate a specific, visible area of display and shelving to Environmental concerns. This could be in to form of a permanent display or kiosk, supported by readily available reference materials, This has been achieved in many libraries. For example, in San Francisco Public Library there is a whole section including movies, magazines, books and special exhibits related to climate change and environmental stewardship.

Mountain View Library already owns a number of relevant publications, and there is already a display in the magazines section with some recommended books. Improving this collection is critical.

We would also propose a special display in the children's zone, including special programs and lectures, programs, contests and/or other activites aimed at raising environmental awareness.

The City could suggest 'Book Sponsorship' opportunities as a method of creating further outreach possibilities and community awareness.

Members of this workgroup assisted Library Staff during the month of May to assemble a special display in the Children's Section, giving information and capturing ideas from the younger generation. They are the ones who will deal with our efforts in years to come, and their insights are invaluable. Please see the appendix for some examples.

### **Environmental Impacts:**

Knowing about how much CO2 we put in the atmosphere, we can truly help reducing it, and furthermore, the climate change.

Children will know about those new issues and could teach their adult family members in how to behave with the recycling, garbage cans or car emissions.

**Fiscal Impacts:**

It is expected that the cost of implementation of this recommendation will be in the Very Low (<\$10,000) to Low (<\$10,000 to \$30,000) categories. Books and materials can be provided via City Grants, or specific fundraising efforts by City or Staff requesting donations of materials are sure to elicit a positive response.

The costs of implementation will be mitigated by the benefits of encouraging public participation.

**Obstacles:**

Funding for acquisition of new books by the library.

Management of fundraising, staff input and selection of materials.

Ensuring that the new display is refreshed and updated to remain appealing and interesting to the public.

**Partnerships:**

City of Mountain View.

Mountain View Public Library.

Donors, both individual and business.

**Appendix**

In May, 2008 a display was set up in the Children's Services section of Mountain View Library with the cooperation of Karin Brickner. Karin indicates that she would be willing to cooperate in future efforts. Children were asked to fill out cards and place in a suggestion box, using the theme:

### **'My green idea for Mountain View'**

Here are some of the answers (note that there are some mistakes--- that's the way it was written):

Sarafina Smith (Age: 10) To have a day where everybody is supposed to clean up their school.

Miles (Age: 6 ) Plant trees.

Logan (Age: 6) It's so sunny in Mountain View. Why not add more solar panels?

Katia Gibson (Age: 9) For every garbage bag you throw away, plant a seed, even from a fruit you put in the garbage can.

Julianne Wilson (Age:10) Have a trash parade so we can pick up the trash.

Daniel Clark (Age: 16) If money would permit, convert government vehicles to run on hydrogen, biodiesel, or other eco-friendly energy sources.

Chris (Age:7) Use green lights.

Karin Merchant (Age: 6) Have an event about it for families.

Josephine Hong (Age:9) Is to pick up trash and to make our mother earth more beautiful by planting more plants.

Jamie Kotcher (Age:12) Promote planting of trees throughout the schools.

Susan Barber (Age undisclosed) Bike racks at MVCPA in front where they can be seen!

Lani Takano (Age undisclosed) Create more bike lanes throughout Mountain View.

No name (Age: 14) Clean the trash up at Castro School, as it is filthy by the fences.

Martin O'Leary (Age: 40) Use LED lighting . Create better parking for hybrid and electric vehicles.

Cathryn Krajewski +Sarah (Ages: 5 / 36) Better bike racks at community center in Rengstorff Park.

### **Web Sites: (not referenced in footnotes)**

Mountain View Public Library

[http://www.mountainview.gov/city\\_hall/library/default.asp](http://www.mountainview.gov/city_hall/library/default.asp)

Environmental Center-- San Francisco Public Library

<http://sfpl4.sfpl.org/librarylocations/main/envir/envir.htm>

Wiki tool for book recommendations.

**Contact Information:**

Reference Desk (in charge of the cases for displays also) Kathleen Long --- 650-526- 7035

Librarian in children's services Bobbi Weesen-Baer ---- bobbi.weesen-baer@mountainview.gov

Children's services supervisor Karin Bricker --- Karin.Bricker@mountainview.gov

**Title:** Annual Green Fair and Ongoing Tabling Outreach

**Working Group:** Communications, Green Business, Public & School Outreach

**Statement of Issue**

Regular contact with the public is an important way to generate awareness for environmental sustainability activities being done by and in the City of Mountain View. It is a way to educate and inform the public, encourage individual action, receive valuable public input, and strengthen community ties. It can be challenging and expensive in terms of time and money to generate significant turnout for events. To minimize these issues, partnering with events already taking place in the community is an efficient way to do outreach. Specific Mountain View public events to consider for partnerships are the Farmers' Market, Thursday Night Live street fairs, A la Carte & Art, and the Art & Wine Festival.

**Recommendation:**

The City should support and encourage an annual green fair event to promote, educate and advise our community about sustainability issues and environmental stewardship. This event should promote local green business and sustainable living ideals.

This 'Green Faire' should include vendors (green businesses, government agencies, community groups, and nonprofits) once a year. The event could include food, music, and a keynote speaker. Some or all of the event could be driven by a mobile solar energy system.

Compostable utensils and other products could be used. The event could take place at anytime throughout the year but April, Earth Month, should be seriously considered. Two good possibilities for the fair timing/location are in conjunction with the Farmers' Market on a Sunday or as part of the City's Arbor Day event.

There is a public space at Castro and West Evelyn next to the bus hub that could be filled with tables/booths (there may be some issues with setup as there is no good vehicle access for drop off, unless the bus hub is utilized).



The City should support local tabling at local events throughout the year to promote sustainability activities taking place in Mountain View.

Ongoing tabling at events throughout the year with at least one table providing information from the City and green businesses, government agencies, community groups, and nonprofits. Specific Mountain View public events to consider for partnerships are the Farmers' Market, Thursday Night Live street fairs, A la Carte & Art, and the Art & Wine Festival.

A 'green faire' and use of tabling are important in order to educate and inform the public, encourage individual action, receive valuable public input, and strengthen community ties.

Each of these events could provide cross-benefit with the City's proposed 'Complete U-Turn' and Logo and Recognition proposals by providing a venue for distribution of materials and information relating to the city's ongoing sustainability outreach efforts.

We are asking the City to:

- Officially agree that an annual green fair and ongoing tabling are beneficial and encourage these efforts
- Provide assistance for any relevant approval processes
- Consider supplying initial tabling materials (table, tablecloth, shade tent, brochure holders, etc.) or funds to purchase them
- Provide accessible storage space for tabling materials (table, tablecloth, brochure holders, handouts, etc.).

### **Environmental Impact**

Without community outreach, sustainability efforts by the City that involve public participation and/or approval are more likely to fail.

Doing outreach at events already taking place cuts GHG emissions since many people will already be in the area instead of making a separate trip to the venue.

A green fair could assist local business and organizations in spreading the word about their programs and services. This could help synergize with the Green Zone (separate proposal), especially for those business that are scattered throughout the city.

If a City green logo is adopted (separate proposal), public outreach can create brand recognition for it. A logo would also help provide a banner under which to promote the green fair and ongoing tabling. This can create community pride in local environmental activity and could lead to increased participation.

### **Fiscal Impact:**

Costs for the fair and tabling will be dramatically reduced by having infrastructure (setup, security, cleanup) in place from events that are already taking place. Advertising costs can also be cut by co-promotion with event partners.

Utilizing volunteers to staff the table and to perform various functions at the green fair will keep costs to a minimum.

Sponsorship from businesses could have the potential to offset all costs. Donations could be found for green giveaways such as CFLs, re-usable shopping bags, bike maps, etc.

Considering the above, it is likely that the cost of this recommendation could be categorized at Very Low (<\$10,000) for the short term, and Low to Medium (\$10,000 to \$30,000) in the mid to long term time frames.

### **Obstacles**

Unforeseen legal or bureaucratic issues preventing event partners from expanding the space of their events to accommodate a table or a larger fair.

Limitations on time and energy from the community for coordination and volunteer people power to make the events an ongoing activity.

Dependant upon the final location of the 'Green Faire' consideration will need to be given to setup and parking issues.

### **Partnerships:**

Arbor Day

City of Mountain View

[http://www.ci.mtnview.ca.us/city\\_hall/comm\\_services/forestry/arbor\\_day.asp](http://www.ci.mtnview.ca.us/city_hall/comm_services/forestry/arbor_day.asp)

Mountain View Farmers' Market:

California Farmers' Market Association

<http://www.cafarmersmkts.com/mtnview.html>

Thursday Night Live:

City of Mountain View

<http://www.ci.mtnview.ca.us/news/displaynews.asp?NewsID=171>

Mountain View Central Business Association

<http://www.mountainviewdowntown.com/events.html>

A la Carte & Art:

Mountain View Central Business Association

<http://www.mountainviewdowntown.com/events.html>

Art & Wine Festival:

Mountain View Chamber of Commerce

<http://www.chambermv.org>

Other entities to partner with for tabling and green fair efforts:

Acterra, Cool Cities, Sierra Club's Loma Prieta Chapter, Step it Up



## Recommendation #9

**Title:** Centralized City Services Call Center

**Work Group:** Communications, Green Business, Public and School Outreach

### **Statement of Issue:**

In order for the City, its residents, and those who work in Mountain View to complete city-related tasks in the most efficient and effective manner, it is essential that easy-to-use and accessible information-gathering and reporting tools are made available to them. This is as true for environmental sustainability and greenhouse gas (GHG) emissions reductions efforts as it is in the general case.

### **Recommendation:**

The task force recommends that the City implement a “one-stop shopping” call center that those in Mountain View can contact to reach any department or service provided by the City. This would consolidate calls for the city’s services, and simplify the need for outreach for citizens to report waste, damage or breach of environmental concerns as well as code violations and any other number of city concerns.

Value add could be realized for services not yet provided by the City; for example, including the ability to forward calls for public comments portions of webcast meetings.

Further, if callers to the 311 phone line could be transferred to non-City services as well, the more valuable and widely used the program might be. Not only would this program provide a valuable service to the community, it could be an important tool for transferring information related to environmental sustainability and GHG emissions reductions between residents and City representatives.



*311 programs in our region: Dark grey = Municipal 311 (Realized), light grey = Planning or implementation stage (Program on Networked Governance, [http://www.hks.harvard.edu/netgov/html/311\\_N11\\_map\\_us\\_canada\\_government\\_call\\_center\\_cirm.htm](http://www.hks.harvard.edu/netgov/html/311_N11_map_us_canada_government_call_center_cirm.htm))*

## **Environmental Impact**

The impact of this program would be more qualitative than quantitative, and its impact on environmental sustainability and GHG emissions reductions would be indirect and essentially unmeasurable; however, New York City uses tracks calls placed over their 311 phone lines to gather important data, such as the number of times contact is made with particular services, how long it took for a call to be answered or returned, and how successfully issues were resolved on average. Data such as this could be valuable to the City in tracking its success regarding implementing programs related to environmental sustainability and GHG emissions.

## **Fiscal Impact and Synergies**

The Task Force estimates that costs for implementing the program would be low, and those for administering the program would be very low on an annual basis.

The Task Force has identified synergies with the Communications, Public Education & Outreach, and Green Business working group recommendation titled "Complete U-Turn Outreach Campaign," which should include information about the 311 program, and with the Water Efficiency working group, which recommends a specific "water hotline" for the City.

## **Obstacles**

This program can only be implemented successfully if the City is able to allocate necessary funding and staffing to plan and set it up initially, and to administer it on an ongoing basis.

## **Partnerships**

If Mountain View chooses to share this program with one or more neighbor cities, those cities would be partners in the implementation and administration.

## Appendix

### **Web Sites** (not referenced in footnotes)

Albuquerque 311 Citizen Contact Center, <http://www.cabq.gov/crm/>

Chicago 311 System Overview,

[http://egov.cityofchicago.org/webportal/COCWebPortal/COC\\_EDITORIAL/MakingChicagoWorkBetter\\_1.pdf](http://egov.cityofchicago.org/webportal/COCWebPortal/COC_EDITORIAL/MakingChicagoWorkBetter_1.pdf)

City of Dallas 311 Info & Services, <http://dallascityhall.com/services/services.html>

NYC 3-1-1 services, <http://home.nyc.gov/html/311/home.html>

Los Angeles information on 3-1-1, <http://www.laparks.org/311.htm>

Information on Pittsburgh's 3-1-1 (Pittsburgh Post-Gazette), <http://www.post-gazette.com/pg/06297/732393-53.stm>

National Institute of Justice. (2005), Calling 311: Guidelines for Policymakers, NCJ 206257, Washington, DC, U.S. Department of Justice, <http://www.ojp.usdoj.gov/nij/pubs-sum/206257.htm>

National Institute of Justice. (2005), Managing Calls to the Police With 911/311 Systems, NCJ 206256, Washington, DC., U.S. Department of Justice, <http://www.ojp.usdoj.gov/nij/pubs-sum/206256.htm>

International City/County Management Association (ICMA), 311 and Customer Service Technology Study, <http://www.icma.org/311study>

### **Contact Information**

City of New York 311 program.<sup>17</sup> For information, contact Kunal Malhotra, Director of Legislation & Budget, Office of Council Member Gale A. Brewer, 250 Broadway, Room 1744, New York, NY 10007, [Kunal.Malhotra@council.nyc.gov](mailto:Kunal.Malhotra@council.nyc.gov), Office: 212-788-6975, Cell: 347-461-4329

Andre Harrison, Communications Operations Supervisor, Mountain View Police Department, 650-903-6822, for questions about how the MVPD implements its communications infrastructure and to what extent they share resources with other cities and counties in the region.

Jim Keane, City of Palo Alto City Manager, developed a centralized complaint system for Tucson, Arizona when he was city manager there.<sup>18 19</sup>

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<sup>17</sup> [http://www.nyc.gov/html/doitt/html/about/about\\_311.shtml](http://www.nyc.gov/html/doitt/html/about/about_311.shtml)

<sup>18</sup> New city manager ready for challenge, Palo Alto Daily News, June 28, 2008.

<sup>19</sup> Department of Neighborhood Resources: 792-CITY is the number to call when you don't know where to call for service. If you are seeking government services from the City, we will make that connection for you. If you are seeking government services from entities other than the City of Tucson, we will provide that information. ([http://www.nyc.gov/html/doitt/html/about/about\\_311.shtml](http://www.nyc.gov/html/doitt/html/about/about_311.shtml))

**Title:** Transportation Awareness

**Work Group:** Communications, Green Business, Public and School Outreach

With special thanks to Transit and Transportation.

**Statement of Issue**

Soaring increases in gas and diesel costs have levied an unbidden financial burden on all Mountain View residents. With no control over oil costs, and with the potential for those costs to continue increasing, Mountain View faces the very substantial challenge of understanding and implementing alternatives to oil. Increases in energy costs, and more specifically increases in transportation energy costs, represent the biggest challenge facing the Mountain View community. It's quite possibly that rapid energy cost increases will turn out to be the biggest challenge the Mountain View community has ever faced.

**Recommendation**

We recommend that Mountain View embrace an ongoing leadership role as promoter and coordinator of transportation and renewable energy related information sharing. Specific tasks, such as teaching efficient driving habits, can have positive effects almost immediately (Short term). The movement to cleaner, more controllable domestic fuels will take longer. (Medium to long term)

Specific recommendations:

- Position Mountain View as a Silicon Valley transportation and renewable energy awareness center.

- Sponsor alternative energy and transportation get-togethers that offer businesses and citizens the ability to share information.

- Hold an alternative transportation and renewable energy information festival. Art and wine can be included

- Dedicate a section of the city's website to the ongoing learning of transportation and energy awareness.

- Offer courses in economic driving skills.

- Explore the use of simulators to teach economic driving.

- Hold economy driving competitions within the city and/or between neighboring cities.

**Environmental Impact**

Promoting more efficient driving and the use of non-fossil fueled transportation methods will lead to a cleaner, safer and healthier environment.

- Lowered noise levels and cleaner air.

- Streets safer for pedestrians and bicyclists.

- Money formerly sent abroad to pay for oil can be redirected to environmental restoration and improvement.

Health and environmental issues associated with the burning of fossil fuels will be reduced.

Oil spills, land and groundwater contamination can be reduced.

### **Fiscal Impact**

Any increase in Mountain View's ability to assert control over transportation and energy costs adds to its fiscal strength. Establishing an information sharing model has the potential to improve the city of Mountain View's long term fiscal prospects. Devoting resources to an ongoing campaign of information sharing may be the least expensive and most expedient method of mitigating the inevitable fiscal impacts of escalating transportation and energy costs.

Establishing Mountain View as a leader in the promotion of alternative transportation and renewable energy encourages business investment within the city, resulting in increased revenue and employment opportunity.

Helping citizens save money on transportation and energy costs helps keep those savings circulating within the community.

Lowering pollution levels lowers the cost of pollution related health services throughout the community.

### **Obstacles**

Redirecting the momentum of nearly 100 years dominated by gasoline and diesel transportation will be no small undertaking.

The stifling emotions of fear, uncertainty and doubt over this issue will require the continued diligent application of education, clarity and decisiveness.

There may not be good models of communities who have taken on the role of transportation awareness provider.

Some will assert that the city of Mountain View has no place educating the community on these issues

Some may find the task overwhelming and choose to wait for the return of \$1 gasoline.

### **Partnerships**

The enormous task of improving our current transportation system should create a natural openness toward entertaining partnerships.

Partner first with local citizens.

Partner with local businesses including Google, that is currently taking a lead in many areas of advanced transportation technology.

Partner with nearby communities to coordinate smoother transportation between cities and to share pertinent transportation related information.

## Appendix

### **Citations** (not referenced in footnotes)

Enter citations here.

### **Web Sites** (not referenced in footnotes)

A short video explaining the basic tips of economy driving.

Economy Driving: The Next Time You Get Gas (1993)

<http://www.archive.org/details/economy-driving>

Edmonds puts gas saving tips to the test.

WE TEST THE TIPS

<http://www.edmunds.com/advice/fueleconomy/articles/106842/article.html>

## Recommendation #10a

**Title:** Promote Plug-in and Hybrid Vehicles

**Work Group:** Communications, Green Business, Public and School Outreach

With special thanks to Transit and Transportation.

### **Statement of Issue:**

It is widely accepted that conventional combustion-engine vehicles have proven to be a luxury that we can no longer afford.

The more focus that can be placed on alternative-powered vehicles, the better.

Plug-In Hybrids and Electric Vehicles are able to charge their batteries from any source of electricity to supply some or all of their power. This reduces GHG emissions significantly and reduces fuel costs.

Plug-in hybrids run on battery power for shorter trips and use conventional fuels for unlimited range.

Electric vehicles have a limited range that easily satisfies most daily driving needs.

Rapid improvements in battery technology and lighter materials are providing longer range, better recharge times, greater durability and therefore increased convenience of Plug-In Hybrids & electric vehicles.

Conventional hybrids, while still using conventional fossil fuels greatly increase the fuel efficiency while remaining more mainstream and accessible to the general populace.

### **Recommendation:**

Short term (1-12 mos.): Have Mountain View participate in the Plug-In Partners Program. Participants agree to consider purchasing Plug-In Vehicles when they are available. The Program presents auto makers with an aggregate "soft" order from participants to encourage the manufacture of Plug-In vehicles.

Medium term (1-3 yrs.):

1/. Reward drivers of conventional hybrid, plug-in hybrid and pure electric vehicles by providing preferential parking in downtown and high-use areas.

2/. Start to transition city fleet to Plug-In Hybrids or Electric Vehicles.

3/. Use appropriate city vehicles as a billboard to advertise that Mountain View is dedicated to sustainability.

4/. Participate in pilot Vehicle to Grid projects (where plugged in vehicles get reduced electric rates by providing power to the electric grid during peak use times).

5/. Apply for grants from appropriate agencies and organizations to help finance above items.

Long term (3+ yrs.) solution: Develop requirements or incentives that encourage use of Plug-In vehicles and hybrid vehicles citywide. These could include:

Have parking for commercial buildings offer vehicle charging stations. Have new residential buildings wired with outlets for charging Plug-In Vehicles.

Have dedicated parking for Neighborhood Hybrid and Electric Vehicles.

### **Environmental Impact:**

Conventional Hybrid vehicles provide gas mileage that is substantially better than standard vehicles, reducing emissions and usage of non-renewable resources.

A Toyota Prius converted to a Plug-In Hybrid has 66% less CO<sub>2</sub>e per mile than the average vehicle in the U.S. fleet<sup>20</sup>. When auto makers sell a vehicle designed from the start as a Plug-In Hybrid it will be much more efficient than a converted car, offering even better GHG reductions.

Ongoing reductions in GHG intensity of our electricity supply will allow Plug-In vehicles to provide improving GHG reductions over time.

### **Fiscal Impact and Synergies:**

Joining the Plug-In Partners Program costs nothing and only requires estimating city's expected vehicle purchases. These purchases would be recommended as a replacement cost that would ordinarily be met on an at-need basis.

Hybrid vehicles pose a marginal extra cost to the purchaser, which can be easily recouped in gas mileage savings, but at no cost to the city.

Generally, the cost of preferential parking to the city would fall into the Very Low category, with less than \$10,000 being required for re-allocation and sign writing of existing parking spaces. Future development could build in this requirement at no extra cost.

The City's cost of installing plug-in capabilities would also be limited to city vehicles and may be mitigated by the use of grants.

The cost of signwriting these vehicles is covered in the 'Complete U-Turn' recommendation.

### **Obstacles:**

Purchasing Plug-In Hybrids or pure Electric Vehicles: Since they are expected to be available from multiple manufacturers only in 2010, it is too early to reliably estimate cost. For economic analysis see the report titled "How to Use Life Cycle Analysis Comparisons of PHEVs to Competing Powertrains" from the Argonne National Laboratory ([www.transportation.anl.gov/pdfs/HV/501.pdf](http://www.transportation.anl.gov/pdfs/HV/501.pdf) ).

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<sup>20</sup> See report at [www.rechargeIT.org](http://www.rechargeIT.org) (further documentation at [www.google.org/recharge/dashboard/calculator](http://www.google.org/recharge/dashboard/calculator) ).



Requiring charging stations in shared parking areas such as multifamily housing and commercial parking lots presents obstacles such as:  
Determining who pays for electricity, or finding a way to charge users appropriately.  
Developing standards for safe and effective public charging facility designs.

Providing preferential parking may meet with some opposition from standard vehicle drivers, and may take some enforcement.

### **Partnerships**

Plug-In Bay Area and the Silicon Valley Leadership Group are working to familiarize Bay Area cities with this technology and to assist them in joining the Plug-In Partners' national campaign (see [www.pluginbayarea.org](http://www.pluginbayarea.org) ).

## Mountain View Environmental Sustainability Task Force

### Communications, Public Education and Outreach and Green Business

#### Proposal and Recommendation Possibilities

- 1/. Bring Your Own Bag initiative
- 2/. Environmental Presentation Schedule – classes and meetings
- 3/. Outreach In A Box
- 4/. Regular Banner across El Camino
- 5/. Partnerships with private outreach such as Voice, radio, local business.
- 6/. Window decals to advertize green citizens
- 7/. Encouragement of vocational training – Green Collar jobs
- 8/. Sister City Competition
- 9/. ONGOING Environmental group \*\*\*To be addressed in Imaggers Proposal